

1937



2012

# SPONSORSHIP OPPORTUNITIES

BETA BETA LAMBDA CHAPTER

P.O. Box 12447 • Miami, Florida 33101  
[betabetalambda.org](http://betabetalambda.org)







## Diamond Partner

**\$10000**

- (2) Two reserved tables of 10 in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company brand on event banner and stage recognition, including a table display at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal. (Inside Cover)
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

## Black Partner

**\$7500**

- (1) One reserved table of 10 in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company brand on event banner and stage recognition, including a table display at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

## Gold Partner

**\$5000**

- 7 tickets in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company logo on display sign at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

## Patron Partner

**\$2500**

- 3 tickets in prime location at the event and seating with honored guests.
- Company logo on display sign at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.



#### LONG-TERM BENEFITS OF ALL SPONSORSHIP LEVELS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 1 year.
- Inclusion on all Beta Beta Lambda networking events including Alphasidac, and the Onward and Upward community town hall forums (minimum of 10 events)
- Listed as Black and Gold Partner at additional Beta Beta Lambda Elite Events
- Full inclusion of company's brand in marketing, PR and outreach initiatives, including press releases, event signage and advertising, in conjunction with ALL 2012-2013 Beta Beta Lambda Chapter events.
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

## Advertising Opportunities

The Beta Beta Lambda Souvenir Journal is an excellent marketing tool to enhance your company's image by making it an integral and visible part of the Diamond Celebration.

#### COLOR ADS

_____ Inside Front Cover (Full Page Color)	\$2,000
_____ Inside Back Cover (Full Page Color)	\$1,000
_____ Center Spread (Two Page Color)	\$1,500
_____ Full Page (Color)	\$500
_____ Half Page (Color)	\$250

#### ADS SIZES

Center Spread Full Bleed (17" x 11")

Full Page (8.5" x 11") Or Full Bleed (9" x 11 1/2")

Half Page Horizontal Ads Only (8.5" x 5.5")

Please submit your company ad/logo electronically to Dante' D. Fillyau at [print@mediumfour.com](mailto:print@mediumfour.com) by **October 26, 2012**.

Please return with Check or Money Order payable to:

**Beta Beta Lambda Education Foundation**

P.O. Box 12447

Miami, Florida 33101





# History of Alpha Phi Alpha Fraternity, Inc.

Beta Beta Lambda Chapter, Incorporated has been an active part of the Greater Miami community since its inception in November 19, 1937. Like many chapter across the country, the chapter was established by men with a common interest in improving the community through education and public service.

The chapter's founding members are **Dr. Felix E. Butler, MD, Dr. Nathaniel Colston, MD, Dr. Ira P. Davis, DDS, Dr. Aaron Goodman, MD, Frederick Johnson, Dr. Samuel H. Johnson, MD, Leo A. Lucas, and Dr. William H. Murrell, DDS.** Under the leadership of Solomon C. Stinson, Ph.D., the chapter was incorporated in the State of Florida as a legal entity on November 30th, 1978. Under the leadership of Earl H. Duval Ph. D., the Beta Beta Lambda/Alpha Foundation was created and incorporated on September 25th, 1995. In June 2006, AlphaLand Community Development Corporation was created and incorporated under the leadership of Gregory D. Gay, Dana C. Moss, Sr. CPA, Lyonel Myrthil, and Eric Hernandez, Esq. The foundation and CDC are 501©3 not-for-profit organizations. The chapter's executive board also serves as the Board of Directors of the foundation and the CDC has a separate board of directors with membership from the chapter.

Beta Beta Lambda Chapter and its subsidiaries are providing leadership through its many service activities such as Alpha Outreach, Project Alpha, Alpha-Dade Youth Sports Program, Alpha/Big Brothers & Big Sisters Partnership, Sankofa Project, Knights of Gold, Boy Scouts Troop 1906, Alpha/Head Start Partnership, Voter Education Project, and Scholarship Award Program.

## Alpha Phi Alpha Fraternity, Inc. History

Alpha Phi Alpha Fraternity, Incorporated, the first intercollegiate Greek-letter fraternity established for African-Americans, was founded at Cornell University in Ithaca, New York by seven college men who recognized the need for a strong bond of Brotherhood among African descendants in this country.

Since its founding on December 4th, 1906, Alpha Phi Alpha Fraternity, Inc. has supplied a voice and vision to the struggle of African-Americans and people of color around the world.

Alpha Phi Alpha has grown steadily in influence throughout the years. It integrated its racial membership in 1945 and it has expanded mightily to the extent that there are now over 700 chapters with over 100,000 members located throughout the United States, Caribbean Islands, Africa, Asia, Europe, and the West Indies.

Alpha Phi Alpha chapters were developed at other colleges and universities, many of them historically black institutions, soon after the founding at Cornell. While continuing to stress academic excellence among its members, the Alphas also recognized the need to help correct the educational, economic, political, and social injustices faced by all persons of African descent.

Alpha Phi Alpha has long stood at the forefront of the African-American community's fight for civil rights through leaders such as: W.E.B. DuBois, Adam Clayton Powell, Jr., Edward Brooke, Dr. Martin Luther King, Jr., Honorable Thurgood Marshall, Honorable Andrew Young, Dr. William Gray, Paul Robeson, and many others.

Alpha Phi Alpha today continues its commitment to members of the Fraternity and the African-American community through Alpha University. Through the Alpha University, the Fraternity has dedicated itself to fostering the spirit of Brotherhood, training a new generation of leaders, building the technological capacity of members, bringing consistency to the implementation of the Fraternity's national programs and ensuring that chapters have the necessary preparation to implement fraternal initiatives and day-to-day operations.